

Message Text

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PAGE 01 PARIS 27659 01 OF 05 221405Z
ACTION SS-25

INFO OCT-01 ISO-00 SSO-00 /026 W
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FM AMEMBASSY PARIS
TO SECSTATE WASHDC IMMEDIATE 9061

C O N F I D E N T I A L SECTION 01 OF 05 PARIS 27659

EXDIS

NESCO

ACTING PERMREP WARVARIV TO ASSISTANT SECRETARY MAYNES

E.O. 11652: XGDS-1
TAGS: UNESCO, PORG, AORG
SUBJECT: UNESCO: UNOFFICIAL AND PRELIMINARY DRAFT
DECLARATION ON MASS MEDIA

REF: PARIS 26083

1. FOLLOWING ARE VERBATIM TEXTS OF SECRETARIAT'S UNOFFICIAL AND PRELIMINARY DRAFT DECLARATION ON MASS MEDIA, WITH ACCOMPANYING TRANSMITTAL LETTER. AS EXPLAINED REFTTEL, THESE PRELIMINARY DRAFTS ARE BEING MADE AVAILABLE ONLY TO MEMBERS OF THE DRAFTING AND NEGOTIATING GROUP, AS THE FIRST ROUND OF CONSULTATIONS TOWARD THE PREPARATION OF A TEXT WHICH WILL BE SUBMITTED FOR DISCUSSION AND APPROVAL AT THE 20TH GENERAL CONFERENCE. SINCE IT IS STILL NOT CERTAIN HOW DG WILL CONDUCT CONSULTATIONS WITH NGO'S AND OTHER BODIES WHOM HE SAYS HE WILL CONTACT SOON, WE BELIEVE THAT DEPT. SHOULD USE UPMOST DISCRETION IN THE USE OF THIS TEXT SO THAT THE EFFECTIVENESS OF EMPLOYING DNG FOR THESE KINDS OF PURPOSES IS NOT COMPROMISED. PRESERVATION OF CONFIDENTIAL

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TIALITY WILL STRENGTHEN THE FOUNDATION OF THIS PROCEDURE. WE WOULD WELCOME DEPT'S COMMENTS ON TEXT IN SUFFICIENT TIME TO PERMIT PERMDEL AN OPPORTUNITY TO REACT BEFORE PASSING THEM ON TO SECRETARIAT.

2. TRANSMITTAL LETTER: BEGIN QUOTE: DEAR MR. WARVARIV
SUBJECT; DRAFT DECLARATION ON FUNDAMENTAL PRINCIPLES

GOVERNING THE USE OF THE MASS MEDIA IN STRENGTHENING
PEACE AND INTERNATIONAL UNDERSTANDING AND IN COMBATTING
WAR PROPAGANDA, RACISM AND APARTHEID:

I AM WRITING TO YOU IN CONNECTION WITH THE ABOVE-MEN-
TIONED DRAFT DECLARATION, WHICH WAS REFERRED DURING THE
19TH SESSION OF THE GENERAL CONFERENCE TO A WORKING
PARTY OF THE DRAFTING AND NEGOTIATING GROUP IN WHICH
MR. WILLIAM JONES OF YOUR COUNTRY'S DELEGATION PARTICI-
PATED.

YOU WILL RECALL THAT THE GENERAL CONFERENCE ADOPTED
RESOLUTION 4.143 WHICH INVITED THE DIRECTOR GENERAL TO
HOLD FURTHER BROAD CONSULTATIONS WITH EXPERTS WITH A
VIEW TO PREPARING A FINAL DRAFT DECLARATION WHICH COULD
MEET WITH THE LARGEST POSSIBLE MEASURE OF AGREEMENT, AND
TO SUBMIT IT TO MEMBER STATES AT THE END OF 1977 OR
EARLY IN 1978.

THE SECRETARIAT, WITH THE ASSISTANCE OF A SMALL GROUP
OF CONSULTANTS, HAS NOW PREPARED A REVISED TEXT WHICH
THE DIRECTOR GENERAL FEELS IS SUFFICIENTLY ADVANCED TO
PROVIDE THE BASIS FOR THE BROAD CONSULTATIONS CALLED
FOR IN THE RESOLUTION AND WHICH WE PROPOSE TO UNDERTAKE
BETWEEN NOW AND THE END OF THE YEAR.

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ALTHOUGH THE TEXT IS NOT AS OF NOW SUBMITTED OFFICIALLY
TO MEMBER STATES, IN VIEW OF YOUR DELEGATION'S PARTICI-
PATION IN THE WORK OF THE DRAFTING AND NEGOTIATING GROUP
AT NAIROBI I SHOULD VERY MUCH APPRECIATE RECEIVING ANY
COMMENTS OR SUGGESTIONS WHICH YOU MAY WISH TO MAKE RE-
GARDING IT AT THIS TIME. I AM ALSO APPROACHING, IN THE
FIRST INSTANCE, A NUMBER OF LEADING PROFESSIONALS IN
THE MASS MEDIA AND SHALL SHORTLY BE SEEKING THE COMMENTS
OF THE NON-GOVERNMENTAL ORGANIZATIONS AND OTHER BODIES
CONCERNED WITH COMMUNICATION.

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ACTION SS-25

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C O N F I D E N T I A L SECTION 02 OF 05 PARIS 27659

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WHILE I APPRECIATE THAT YOU MAY WISH TO CONSULT COLLEAGUES ON THIS DRAFT, I SHOULD BE GRATEFUL IF YOU WOULD BEAR IN MIND AND MAKE CLEAR ITS STATUS, NAMELY, THAT IT IS NOT AS YET ENDORSED BY THE DIRECTOR GENERAL AND THAT PUBLICITY IS NOT APPROPRIATE AT THIS STAGE OF THE CONSULTATIONS.

I LOOK FORWARD TO THE OPPORTUNITY OF DISCUSSING THIS MATTER WITH YOU PERSONALLY IN THE NEAR FUTURE.
SIGNED: MAKAMINAN MAKAGIANSAR, ASSISTANT DIRECTOR GENERAL FOR CULTURE AND COMMUNICATION, SEPT. 21, 1977.
END QUOTE.

3. DRAFT DECLARATION: BEGIN QUOTE: PROPOSAL FOR A REVISED TEXT OF THE DRAFT DECLARATION ON FUNDAMENTAL PRINCIPLES GOVERNING THE USE OF THE MASS MEDIA IN STRENGTHENING PEACE AND INTERNATIONAL UNDERSTANDING AND IN COMBATING WAR PROPAGANDA, RACISM AND APARTHEID.

PREAMBLE:

1. RECALLING THAT STATES PARTIES TO THE CONSTITUTION OF UNESCO, BELIEVING IN THE UNRESTRICTED PURSUIT OF OBJECTIVE TRUTH AND IN THE FREE EXCHANGE OF IDEAS AND
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KNOWLEDGE, ARE AGREED AND DETERMINED TO DEVELOP AND TO INCREASE THE MEANS OF COMMUNICATION BETWEEN THEIR PEOPLES AND TO EMPLOY THESE MEANS FOR THE PURPOSES OF MUTUAL UNDERSTANDING AND A TRUER AND MORE PERFECT KNOWLEDGE OF EACH OTHER'S LIVES; AND FURTHER RECALLING THAT BY ITS CONSTITUTION UNESCO IS CHARGED WITH CONTRIBUTING TO PEACE AND SECURITY, AND THAT TO REALIZE THIS PURPOSE THE ORGANIZATION WILL PROMOTE THE FREE FLOW OF IDEAS BY WORD AND IMAGE.

2. RECALLING THE PURPOSES AND PRINCIPLES OF THE UNITED NATIONS, AS SPECIFIED IN THE CHARTER,

3. RECALLING THE UNIVERSAL DECLARATION OF HUMAN RIGHTS, ADOPTED BY THE GENERAL ASSEMBLY OF THE UNITED NATIONS IN 1948, AND THE INTERNATIONAL COVENANT ON CIVIL AND POLITICAL RIGHTS, ADOPTED BY THE GENERAL ASSEMBLY OF THE UNITED NATIONS IN 1966,

4. RECALLING THE CONVENTION CONCERNING THE USE OF BROADCASTING IN THE CAUSE OF PEACE, ADOPTED BY THE LEAGUE OF NATIONS IN 1936 AND STILL IN FORCE,

5. TAKING ACCOUNT OF ARTICLE 4 OF THE INTERNATIONAL CONVENTION ON THE ELIMINATION OF ALL FORMS OF RACIAL DISCRIMINATION, ADOPTED BY THE GENERAL ASSEMBLY OF THE UNITED NATIONS IN 1965, WHEREBY STATES PARTIES TO THE CONVENTION CONDEMN ALL PROPAGANDA AND ALL ORGANIZATIONS WHICH ARE BASED ON IDEAS OR THEORIES OF SUPERIORITY OF ONE RACE OR GROUP OF PERSONS OF ONE COLOUR OR ETHNIC ORIGIN, OR WHICH ATTEMPT TO JUSTIFY OR PROMOTE RACIAL HATRED AND DISCRIMINATION IN ANY FORM AND UNDERTAKE TO ADOPT IMMEDIATE AND POSITIVE MEASURES
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DESIGNED TO ERADICATE ALL INCITEMENT TO, OR ACTS OF, SUCH DISCRIMINATION,

6. RECALLING THE INTERNATIONAL CONVENTION ON THE SUPPRESSION AND PUNISHMENT OF APARTHEID, ADOPTED BY THE GENERAL ASSEMBLY OF THE UNITED NATIONS IN 1973,

7. RECALLING THE DECLARATION AND THE PROGRAMME OF ACTION ON THE ESTABLISHMENT OF A NEW INTERNATIONAL ORDER AND THE CHARTER OF ECONOMIC RIGHTS AND DUTIES OF STATES, ADOPTED BY THE GENERAL ASSEMBLY OF THE UNITED NATIONS IN 1974, AS REGARDS A NEW INTERNATIONAL ECONOMIC ORDER, THROUGH WHICH IT IS HOPED TO CREATE A NEW SYSTEM OF INTERNATIONAL ECONOMIC RELATIONS WHICH MAY HELP TO STRENGTHEN DECISIVELY PEACE AND INTERNATIONAL UNDERSTANDING,

8. RECALLING THE DECLARATION OF THE PRINCIPLES OF INTERNATIONAL CULTURAL CO-OPERATION, ADOPTED BY THE GENERAL CONFERENCE OF UNESCO IN 1966,

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9. RECALLING RESOLUTION 110 (II) OF THE GENERAL ASSEMBLY OF THE UNITED NATIONS ADOPTED IN 1947, CON-DEMNING ALL FORMS OF PROPAGANDA WHICH ARE DESIGNED OR LIKELY TO PROVOKE OR ENCOURAGE ANY THREAT TO THE PEACE, BREACH OF THE PEACE, OR ACT OF AGGRESSION, AND REQUESTING MEMBER STATES TO PROMOTE BY ALL MEANS OF PUBLICITY AND PROPAGANDA AVAILABLE TO THEM, FRIENDLY RELATIONS AMONG NATIONS BASED UPON THE PURPOSES AND PRINCIPLES OF THE CHARTER,

10. RECALLING THE RESOLUTIONS OF THE GENERAL ASSEMBLY OF THE UNITED NATIONS ON THE ELIMINATION OF ALL FORMS OF RACIALISM AND RACIAL DISCRIMINATION,

11. RECALLING RESOLUTION 9.12 ADOPTED BY THE GENERAL CONFERENCE OF UNESCO IN 1968, REITERATING THE ORGANIZATION'S OBJECTIVE TO HELP TO ERADICATE COLONIALISM AND RACIALISM,

12. RECALLING RESOLUTION 4.301 ADOPTED BY THE GENERAL CONFERENCE OF UNESCO IN 1970, DEEMING THAT THE MASS MEDIA SHOULD PLAY AN IMPORTANT PART IN FURTHERING INTERNATIONAL UNDERSTANDING AND CO-OPERATION IN THE INTEREST OF PEACE AND HUMAN WELFARE, AND INVITING ALL
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MEMBER STATES TO TAKE THE NECESSARY STEPS, INCLUDING

LEGISLATIVE MEASURES, TO ENCOURAGE THE USE OF THE MASS MEDIA AGAINST PROPAGANDA ON BEHALF OF WAR, RACIALISM AND HATRED AMONG NATIONS,

13. NOTING THE RESULTS ACHIEVED IN INTERNATIONAL DETENTE AND, IN PARTICULAR, THE CONTRIBUTION TO THIS PROCESS MADE BY THE CONFERENCE ON SECURITY AND CO-OPERATION IN EUROPE,

14. PROCLAIMS ON THIS DAY OF . . . THIS DECLARATION ON FUNDAMENTAL PRINCIPLES GOVERNING THE USE OF THE MASS MEDIA IN STRENGTHENING PEACE AND INTERNATIONAL UNDERSTANDING AND IN COMBATING WAR PROPAGANDA, RACISM AND APARTHEID.

ARTICLE I

1. IT BEING RECOGNIZED THAT FREEDOM OF EXPRESSION, INFORMATION AND OPINIONS ARE FUNDAMENTAL HUMAN RIGHTS, PEACE AND INTERNATIONAL UNDERSTANDING DEMAND THAT INFORMATION FREELY INTERCHANGED BE ACCURATE, COMPREHENSIVE AND OBJECTIVE.

2. THE EXERCISE OF FREEDOM OF INFORMATION CARRIES WITH IT THE DUTY AND THE RESPONSIBILITY TO ENSURE THE FLOW OF TRUE AND HONEST INFORMATION TO ALL PEOPLES AND, IN ORDER TO ENABLE THE PEOPLE TO ASCERTAIN FACTS AND APPRAISE EVENTS OBJECTIVELY, PUBLIC ACCESS TO SOURCES OF INFORMATION AND PARTICIPATION IN ITS WIDER DISSEMINATION.

ARTICLE II CONFIDENTIAL

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1. THE MASS MEDIA HAVE AN IMPORTANT ROLE IN CONTRIBUTING TO THE ESTABLISHED PRINCIPLES GUIDING RELATIONS BETWEEN STATES, IRRESPECTIVE OF THEIR POLITICAL, ECONOMIC OR SOCIAL SYSTEMS, WHICH PROVIDE FOR THE PROMOTION OF A CLIMATE OF CONFIDENCE AND RESPECT AMONG PEOPLES, CONSONANT WITH THEIR DUTY TO REFRAIN FROM PROPAGANDA FOR WARS OF AGGRESSION OR FOR ANY THREAT OR USE OF FORCE INCONSISTENT WITH THE PURPOSES OF THE UNITED NATIONS.

2. A SPECIAL RESPONSIBILITY THEREFORE RESTS UPON THE MASS MEDIA FOR SUPPORTING AND REINFORCING PEACE AND INTERNATIONAL UNDERSTANDING AND FOR STRIVING TO ENSURE THE FULLNESS AND ACCURACY OF THE FACTS REPORTED, WHILE AT THE SAME TIME RESPECTING THE RIGHTS AND THE DIGNITY

OF NATIONS AND OF GROUPS AND INDIVIDUALS WITHOUT
DISTINCTION AS TO RACE, SEX, LANGUAGE, NATIONALITY,
RELIGION OR PHILOSOPHICAL CONVICTION.

ARTICLE III

1. IT IS THE RESPONSIBILITY OF THE MASS MEDIA TO AVOID
ANY JUSTIFICATION, INCITEMENT OR ENCOURAGEMENT OF WAR,

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VIOLENCE, APARTHEID AND OTHER FORMS OF NATIONAL, RACIAL
OR RELIGIOUS HATRED OR DISCRIMINATION, AND TO CONDEMN
ALL FORMS OF PROPAGANDA FOR THESE EVILS.

2. LEGISLATIVE ACTION MIGHT BE ENVISAGED, CONSISTENT
WITH THE RESPECTIVE CONSTITUTIONAL SYSTEMS OF STATES
AND WITH RELEVANT INTERNATIONAL INSTRUMENTS AND AGREE-
MENTS, IN ORDER TO ENSURE THAT THIS RESPONSIBILITY IS
CARRIED OUT.

ARTICLE IV

IT IS INCUMBENT UPON ALL STATES, SUBJECT TO ADEQUATE
CONSTITUTIONAL PROTECTION OF THE PRINCIPLE OF FREEDOM
OF INFORMATION, TO ENCOURAGE THE MASS MEDIA UNDER THEIR
JURISDICTION TO ACT IN CONFORMITY WITH THE PRINCIPLES
OF THIS DECLARATION, SO AS TO STRENGTHEN PEACE AND
INTERNATIONAL UNDERSTANDING AND COMBAT WAR PROPAGANDA,
RACISM AND APARTHEID, IN A SPIRIT OF MUTUAL RESPECT FOR
THE RIGHTS AND DIGNITY OF OTHER STATES, PEOPLES AND

INDIVIDUALS.

ARTICLE V

AS MEANS OF CONTRIBUTING EFFECTIVELY TO THE STRENGTHEN-
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ING OF PEACE AND INTERNATIONAL UNDERSTANDING, THE MASS
MEDIA NEED TO MAKE WIDELY KNOWN AMONG THE PEOPLES OF THE
WORLD THE PRINCIPLES AND OBJECTIVES OF EQUITY, SOVEREIGN
EQUALITY, INTERDEPENDENCE, COMMON INTEREST AND CO-
OPERATION AMONG ALL STATES, WHICH, IN ACCORDANCE
WITH THE RESOLUTIONS ADOPTED BY THE UNITED NATIONS
GENERAL ASSEMBLY, CONSTITUTE THE BASIS OF A NEW
INTERNATIONAL ECONOMIC ORDER.

ARTICLE VI

1. SINCE THE INTERNATIONAL EXCHANGE OF INFORMATION IS
FUNDAMENTAL TO THE STRENGTHENING OF PEACE AND INTER-
NATIONAL UNDERSTANDING, IT IS ESSENTIAL TO CORRECT THE
EXISTING IMBALANCE IN THE FLOW OF INFORMATION TO,
FROM AND BETWEEN THE DEVELOPING COUNTRIES AND TO MAKE A
BALANCED EXCHANGE OF INFORMATION A REALITY FOR THE WHOLE
OF THE INTERNATIONAL COMMUNITY. FOR THIS PURPOSE,
SPECIAL SUPPORT IS DEMANDED FOR THE ESTABLISHMENT AND
FURTHERING OF NATIONAL MASS MEDIA IN THE DEVELOPING
COUNTRIES AND FOR THE PROMOTION OF MUTAL COOPERATION
BETWEEN THEM.

2. AMONG ALL COUNTRIES, IT IS SIMILARLY ESSENTIAL TO
PROMOTE AND DEVELOP BOTH BILATERAL AND MULTILATERAL
EXCHANGES BY THE MASS MEDIA IN THE FIELDS OF CULTURE,
SCIENCE AND EDUCATION ON THE BASIS OF EQUALITY OF
RIGHTS, MUTUAL ADVANTAGE AND NON-INTER-
FERENCE IN EACH OTHER'S AFFAIRS. THESE EXCHANGES SHOULD
TAKE INTO ACCOUNT THE RIGHT OF COUNTRIES AND PEOPLES TO
PROTECT AND PRESERVE THEIR CULTURES AS WELL AS THE
DIFFERENCES EXISTING AMONG THOSE CULTURES AS PART OF
THE COMMON HERITAGE OF MANKIND.

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ARTICLE VII

THE INTERNATIONAL NATURE OF THE ACTIVITIES OF NEWS AND

PRESS AGENCIES PLACES UPON THEM A SPECIAL RESPONSIBILITY
TO ACT IN THE SPIRIT OF THIS DECLARATION.

ARTICLE VIII

THE VOICES OF THOSE STRUGGLING AGAINST APARTHEID AND
OTHER FORMS OF RACIAL DEISCRIMINATION, COLONIAL-
ISM, NEO-COLONIALSIM AND FOREIGN OCCUPATION BY
AGGRESSION, AND UNABLE TO BE HEARD WITHIN THEIR OWN
TERRITORY SHOULD BE GIVEN EXPRESSION THROUGH THE MASS
MEDIA OF OTHER COUNTRIES WITH DUE RESPECT FOR THE
SOVEREIGNTY OF THE HOST COUNTRIES, THEIR LEGAL SYSTEM
AND THE RELEVANT DOMESTIC LAWS AND REGULATIONS.

ARTICLE IX

IT IS SPECIALLY IMPORTANT TO ENSURE THAT THE MASS
MEDIA CONTRIBUTE TO THE EDUCATION OF YOUNG
PEOPLE IN CONFORMITY WITH THE DECLARATION ON THE
PROMOTION AMONG YOUTH OF THE IDEALS OF PEACE, MUTUAL
RESPECT AND UNDERSTANDING BETWEEN PEOPLES, IT BEING IN-
CUMBENT UPON STATES TO ENCOURAGE AMONG YOUNG PEOPLE A

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C O N F I D E N T I A L SECTION 05 OF 05 PARIS 27659

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SPIRIT OF PEACE, JUSTICE, FREEDOM, MUTUAL RESPECT AND
UNDERSTANDING.

ARTICLE X

1. JOURNALISTS AND OTHER CREATIVE MEDIA PRACTITIONERS

AS WELL AS THEIR PROFESSIONAL ORGANIZATIONS
HAVE A PARTICULAR SOCIAL RESPONSIBILITY. EMPHASIS
SHOULD THEREFORE BE PLACED, IN PROFESSIONAL CODES OF
CONDUCT AND TRAINING ON THE DUE RESPECT FOR THE
PRINCIPLES OF THIS DECLARATION. IN ASSUMING SUCH A
RESPONSIBILITY, ALL MEDIA PRACTITIONERS AND THEIR
PROFESSIONAL ORGANIZATIONS CAN HELP ENSURE THAT THE
MASS MEDIA THEMSELVES OBSERVE THE AFORESAID PRINCIPLES.

2. IN THIS CONTEXT, IT IS INCUMBENT UPON STATES TO SEE
TO IT THAT JOURNALISTS AND OTHER CREATIVE MEDIA
PRACTITIONERS, WORKING IN THEIR OWN COUNTRIES
OR ABROAD, ARE GIVEN A STATUS WHICH PROTECTS THEM FROM
ANY REPRISALS AND PROVIDES THEM THE BEST POSSIBLE CON-
DITIONS FOR THE EXERCISE OF THEIR PROFESSION. STATES,
INSTITUTIONS OR GROUPS WHICH CONSIDER THAT THE MASS
MEDIA, BY PUBLICATION OF REPORTS WHICH THEY DEEM
ERRONEOUS, HAVE SERIOUSLY IMPAIRED THEIR ACTION WITH A
VIEW TO THE STRENGTHENING OF PEACE AND INTERNATIONAL
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UNDERSTANDING, AND THEIR EFFORTS TO COMBAT WAR
PROPAGANDA, RACISM AND APARTHEID, SHOULD BE GIVEN THE
OPPORTUNITY TO CORRECT SUCH REPORTS, OR MAKE KNOWN
THEIR VERSION THEREOF, THROUGH THE MASS MEDIA. END
QUOTE.
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